



IMPACT

UNIVERSITY OF MARYLAND ST. JOSEPH MEDICAL CENTER



In This Together

Celebrating
support from the
community amid
a global pandemic



IN GRATITUDE

The past year presented all of us with an unprecedented challenge. The COVID-19 pandemic disrupted the routines of our lives and required us to act together to provide for the greater good of society.

Throughout the University of Maryland Medical System, we saw an incredible outpouring of philanthropic support from the community—from donations of personal protective equipment and meals to contributions to advance COVID-19 research and patient care. It is because of this extraordinary response that we dedicated this issue of *IMPACT* to the people, businesses, and organizations that selflessly stepped up during a time of great need. We are forever grateful to everyone who gave to us and continues to support us during this health crisis.

As a system, we came together as **OneUMMS** in response to COVID-19 and will continue to implement innovative approaches every day to support the health and wellbeing of Marylanders. Our health care heroes have shown remarkable strength and courage—and, at times, have taken an incredible risk to their own health and safety to ensure the wellbeing of their patients. It is through these heroic and noble acts that we truly are the home of the brave.

Our unwavering commitment to serve one another is our greatest asset to overcoming this unprecedented health challenge. No matter what the future holds, we will always be here to serve our patients—and with your support, we are in this together.



Mohan Suntha, MD, MBA
President and Chief Executive Officer

University of Maryland Medical System

The Marlene and Stewart Greenebaum Professor of Radiation Oncology

University of Maryland School of Medicine

We are thrilled to participate in this issue of University of Maryland Medical System's *Impact* newsletter. While this year has been incredibly difficult for everyone, those of us at UM St. Joseph Medical Center have also seen a silver lining: the phenomenal level of support that has come from our local community to see us through this challenging time. The tenet that defines our purpose—our True North—is to care for “Our Patients, Our Colleagues, Our Community.” This is where each of us at the medical center demonstrates our commitment to the whole-hearted service of others.

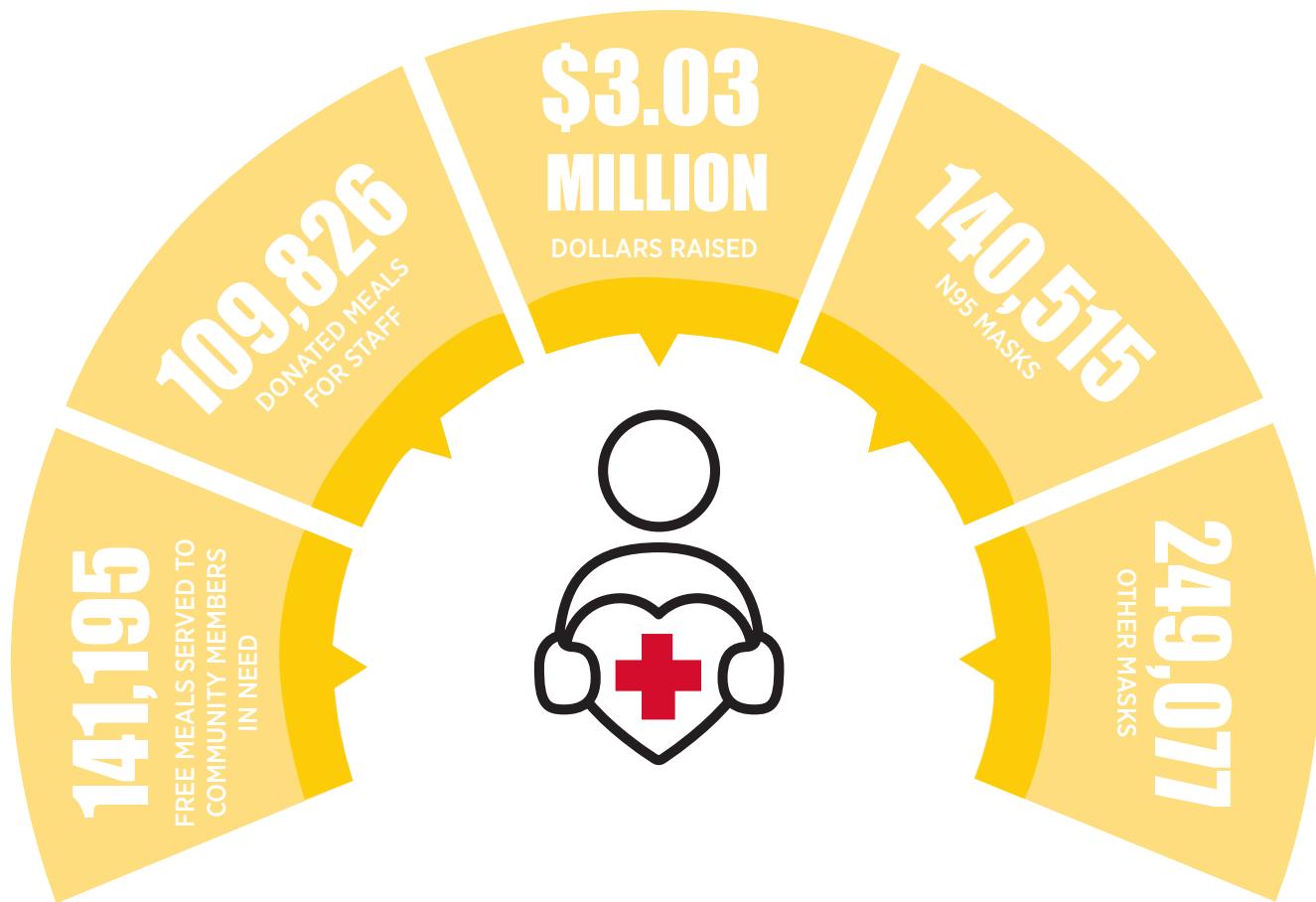
It has been immeasurably gratifying to learn that the community we care for has chosen, in this time of health care challenge, to care for *us*. Individuals, along with organizations and foundations, have joined together to make sure that our UM St. Joseph staff is well fed, well protected and has the resources they need to stay healthy. Our tremendous resilience is fueled by the generosity and outpouring of love from our community who has nourished our staff in body and soul. The cleric John Donne wrote that “No man is an island, entire of itself; every man is a part of the main.” How true his words are today. As we continue to care for each other through this pandemic, we are bearing witness to God’s love for us and for each other, and we are most grateful.



Thomas B. Smyth, MD
President and CEO
University of Maryland St. Joseph Medical Center

ONE U M M S

As our caregivers across the University of Maryland Medical System continue to be on the front lines of the COVID-19 pandemic, thousands of community partners have come together to support their heroic efforts through philanthropy. From donations of personal protective equipment and meals to monetary contributions to advance research and patient care, thank you for supporting us during this unprecedented health care challenge.



Infographic represents totals as of November 30, 2020.

No matter what the future holds, we will always be here to serve our patients, and, with your support,
we are in this together.

Feeding the Front Lines

When Michael Brooks, founder and Chairman of the Building for God Community Foundation (BGCF), describes the work that he and the Foundation are called to, his message is full of passion and purpose. "We are a faith-based community foundation inspired by a deep love for our neighbors, especially the less fortunate." Equally important, BGCF is a "can do" organization. When they see a particular need, they formulate an effective plan to assist and follow through. With the unprecedented pandemic, this past year presented a unique chance to serve. Tom Shannon, Vice Chairman of BGCF, and the Foundation's Executive Director, Katelyn Brooks Buerlein saw an opportunity to live one of the pillars of the Foundation: "to support those who protect our community." The idea was immediately embraced by BGCF's Board of Governors, which they christened "Feed the Front Lines."

Partnering with restaurants that include Lib's Grill, Liberatore's of Perry Hall, Brookside Market, Charcoal Grill and Barley's Backyard Uptown, they have provided funding for over 3,000 meals to date for those working as first responders throughout the pandemic. The nurses and their support teams at UM St. Joseph Medical Center have been the very fortunate recipients of 450 of those meals, delivered right to their doorstep.

"The first responders, especially our health care workers, are the true heroes in this pandemic," says Brooks. "We feel incredibly blessed that God has given us the resources to help these amazing folks. Together, we are going to make it through this." ■



Nurses serving on the front lines of the COVID-19 pandemic gratefully accept lunches from the Building for God Community Foundation to nourish their fellow colleagues.

A Friend In Deed

When the call went out from the hospital's Foundation in April for donated masks, Sue Currence, RN, quickly responded. The retired nurse manager for UM St. Joseph's Wound and Ostomy Care Center knew the shortage of personal protective equipment was a critical issue. Sue, however, is not a seamstress, so she turned to her friend and neighbor, Kim Gamble, who immediately decided to help. In the span of six weeks, Kim fashioned 75 brightly colored and patterned masks for UM St. Joseph staff.

"The St. Joe's family has been so good to our community that Kim and I were eager to answer their call," says Sue. "It felt great to be giving back." ■



Caregivers at UM St. Joseph show off their colorful donated masks!

UMMS Granted \$168,000 from Nora Roberts Foundation to Aid in COVID-19 Response

"This gift from the Nora Roberts Foundation will be felt across our entire University of Maryland Medical System and the communities we serve and will support our efforts as we continue to respond to the unprecedented COVID-19 challenge."

The University of Maryland Medical System received \$168,000 in grant funding from the Nora Roberts Foundation for its acute-care hospitals and freestanding medical facilities that are engaged in the COVID-19 response. The funds were used by individual hospital foundations to support a variety of projects and initiatives related to COVID-19 including employee and patient assistance, meals for the community, personal protective equipment (PPE) and mental health care resources.

"This gift from the Nora Roberts Foundation will be felt across our entire University of Maryland Medical System and the communities we serve and will support our efforts as we continue to respond to the unprecedented COVID-19 challenge. We are incredibly grateful for their support and generosity," says Mohan Suntha, MD, MBA, President and Chief Executive Officer of University of Maryland Medical System.

The Nora Roberts Foundation was created in 2001 by Roberts, a successful businesswoman as well as a best-selling author, as an avenue of support for organizations

promoting and encouraging literacy, children, the arts and humanitarian efforts. These areas, particularly important to her and her family, serve as the focus of the foundation. In response to the COVID-19 crisis, the foundation shifted their priorities and directed their funds to UMMS and other hospitals throughout Maryland.

The Nora Roberts Foundation Board says: "Our sincere thanks to all essential workers, to everyone keeping us safe and fed. We're so grateful to everyone who's staying home, for putting responsibility to your community over your own wants and needs. And we're grateful beyond words to the hospital workers, the doctors, nurses, specialists, cooks, cleaners, maintenance workers, and all those who show up every day, despite the risks. We're humbled by your willingness to put yourselves in harm's way to care for the sick, to save lives, and to be witness to the final moments of those who can't be saved. You're more than heroes, more than the frontline. You're children, siblings, parents, and friends. You're human, and you, individually, matter." ■

INSTITUTION AND CITY	GRANT AMOUNT
University of Maryland Medical Center - Downtown Campus (Baltimore)	\$48,000
University of Maryland Medical Center - Midtown Campus (Baltimore)	\$8,000
University of Maryland Baltimore Washington Medical Center (Glen Burnie)	\$17,000
University of Maryland St. Joseph Medical Center (Towson)	\$12,000
University of Maryland Upper Chesapeake Medical Center (Bel Air)	\$10,500
University of Maryland Hartford Memorial Hospital (Havre de Grace)	\$6,500
Mt. Washington Pediatric Hospital (Baltimore)	\$7,000
University of Maryland Prince George's Hospital Center (Cheverly)	\$14,500
University of Maryland Laurel Medical Center (Laurel)	\$8,000
University of Maryland Bowie Medical Center (Bowie)	\$5,000
University of Maryland Charles Regional Medical Center (La Plata)	\$7,500
University of Maryland Shore Regional Medical Center (Easton)	\$9,000
University of Maryland Shore Medical Center at Dorchester (Cambridge)	\$5,000
University of Maryland Shore Medical Center at Chestertown (Chestertown)	\$5,000
University of Maryland Shore Emergency Center at Queenstown (Queenstown)	\$5,000
Total Funding	\$168,000

Note: The facilities in Bowie, Laurel and Queenstown are freestanding medical facilities. All other locations are acute-care hospitals in the UMMS system.

“For I was Hungry and You Gave Me Food”

—Matthew 25:35

UM St. Joseph Partners to Address Food Insecurity During Pandemic

Among the many devastations brought on by the 2020 pandemic, it is the continuing hunger crisis. Between March and April alone, there was a 400% increase in Maryland applicants to the federal Supplemental Nutrition Assistance Program (SNAP). The Community Outreach Department at UM St. Joseph Medical Center partnered with other system hospitals to address this rising emergency. “We quickly decided to focus on feeding children,” says Kristen Artes, M.S., C.H.E.S., the hospital’s community outreach manager. “Because the Baltimore Hunger Project and the Student Support Network had experience in distributing weekend non-perishables to feed children, we decided to complement their efforts by providing sandwiches. The need is staggering. On Fridays—our day of distribution—we see hundreds of cars in school parking lots, waiting to pick up food.”

The results have been equally striking. Last spring, working with Firehouse Subs in Owings Mills and Hungry Harvest in Baltimore, Community Outreach provided 11,410 subs and 1,350 emergency produce boxes to families experiencing food insecurity. “We couldn’t have done this without the generous support of UM St. Joseph Medical Center’s Foundation who blessed us with a \$25,000 grant that the hospital then matched,” says Artes. “We are truly thankful to all of our partners who are helping these families through this crisis.” ■



**Robin and Pat
Tracy take
care of their
community**

Food For The Soul

By late March 2020, Robin Tracy found the news so disturbing she could no longer watch the nightly reports. The staggering number of deaths from COVID-19 was harrowing and Robin was equally disturbed by scenes of mentally and physically exhausted health care workers. "We have to help in some way," Robin told her husband, Pat. "I don't think these workers can even take time to eat."

The Tracys didn't waste a moment. They contacted UM St. Joseph Medical Center and asked what was most needed. When they were told about the COVID-19 Response Fund the medical center had set up to support efforts related to the pandemic, they made a generous gift of \$50,000.

They particularly wanted to help hospital staff. "We needed to take care of them so they could take care of others," says Pat.

The couple's familiarity with the Baltimore Country Club (BCC) created a wonderful opportunity to feed the UM St. Joseph employees.



The Tracys put BCC's management team in touch with the Foundation at UM St. Joseph. With the Tracys providing the funding, BCC's team was hard at work, partnering with the Foundation to deliver an astonishing 4,667 meals in April, May and June, including 1,700 meals in one day for a hospital-wide celebration.

Robin was adamant that in addition to feeding frontline staff, other parts of the hospital were taken care of, too. "Of course we wanted to make sure we served the critical care floors, but it was important to us that everyone, from Security

to the administrative staff, was helped," says Robin. In addition to the premade meals brought to the hospital for staff during the workday, BCC also created customized meals that nursing staff could pick up at the end of a long shift and take home to his/her family.

"This was a win-win, as we were able to engage with BCC at the same time we could reach out to St. Joe's," says Pat. "We are so proud of the effort by both BCC's team and the Foundation. They coordinated seamlessly and ensured so many heroes were well fed." ■

“ We needed to take care of them so they could take care of others. ”



An Unexpected Venture

Venture capitalists Ashton and Adair Newhall sourced more than 1.4 million units of personal protective equipment for the University of Maryland Medical System; they also gave a transformational philanthropic gift to the UMMS COVID-19 Response Fund

As COVID-19 cases in Maryland and across the country spiked in the spring, brothers Ashton and Adair Newhall felt compelled to act. At the time, health care providers faced many challenges with the novel coronavirus, including a nationwide shortage of personal protective equipment (PPE) such as surgical masks and gowns.

"During those early days, it really was a trial run period for caregivers treating the virus and many times, they didn't have the equipment necessary to protect themselves," Adair explains. "Ashton and I have so much respect for the health care professionals on the front line and we wanted to find a way to help fill that void across Maryland."

As venture capitalists who manage an extensive network of entrepreneurs, Ashton and Adair knew they could find a solution and find alternate sources of PPE. Ashton is the co-founder of Greenspring Associates, a global venture capital firm with more than \$12 billion in assets under management. About five years ago, Adair joined Greenspring Associates as a principal with a focus on the firm's portfolio impact and healthcare investment practices.

Ashton and Adair wanted to make a large impact in Maryland and reached out to Dr. Mohan Suntha, president and chief executive officer of the University of Maryland Medical System (UMMS). The medical system oversees 13 hospitals across the state and



delivers approximately 25 percent of hospital-based care in Maryland.

The brothers volunteered their time and expertise to find additional sources of PPE for UMMS, which Dr. Suntha graciously accepted. The ability to locate new suppliers of PPE was not an easy task, especially with a strained health care supply chain and countless other medical institutions across the world looking for alternatives as well.

Many factors came into play for success, Ashton explains, including the ability of knowing who to call among their trusted contacts and possessing the skills to coordinate complex logistics. Through a lot of hard work and many manhours, Ashton and Adair secured more than 1.4 million units of PPE for UMMS. And their selflessness didn't stop there: together with their wives, Becky and Kathryn, they also made a personal and transformational \$1 million gift to the UMMS COVID-19 Response Fund.

"We did not just want to write a check," Ashton says, "we wanted to engage in the fight."

A Widespread Impact

Early in the pandemic, UMMS responded to COVID-19 as a system by establishing an Incident Command Structure to unify and ensure that each member hospital could effectively respond to the needs in their communities.

"Across the University of Maryland Medical System we are acutely aware of our responsibility to care for our communities locally and regionally. Across the state we are uniquely positioned to leverage our collective efforts to efficiently and effectively respond to the growing needs of our patients and our workforce," says Dr. Suntha.

The Incident Command Structure also ensured that PPE and other in-kind donations would be distributed across the medical system to front line workers. As a result, Ashton and Adair's extraordinary efforts had a widespread impact throughout the entire 13-hospital medical system.

"As one of the largest private employers in the state, our health system's more than 28,000 employees are our single greatest asset to combat COVID-19 and we

care for them just as we care for our patients," says Dr. Suntha. "When the supply chain was challenged, Ashton and Adair stepped up without hesitation to offer their guidance and expertise as venture capitalists to find new sources of PPE. They also made an extraordinary \$1 million gift to our COVID-19 Response Fund, which had an additional and profound impact across our entire medical system. I am forever grateful to them for their generosity and steadfast commitment to our patients, our workforce, and our state."

The Powerful Role of Venture Capital and Philanthropy

Ashton and Adair strongly believe in the positive role that venture capital can play in society. Venture capital not only benefits the companies that it helps to create, but also has a deeper impact on the greater community.

"Much of our professional lives are shaped around the notion: try to be the change you want to see in the world," Ashton explains. "When we think about philanthropy, we apply a lot of the venture mindset: how can we have an exceptional impact that can change the world?"

Ashton and Adair's motivation to act stems from their upbringing. Born and raised in Baltimore, the brothers praise their grandfather and father, who were both venture capitalists, for instilling the message: never sit back if you can effect positive change. Their father especially continues to be an influence.

"We're lucky that we observed our father, who is very much the type to be service-oriented and step into the void when needed," Adair says. "It's definitely imprinted in our minds."

Their family's philanthropic philosophy reinforces the positive impact that venture capital has on the greater community. Ashton and Adair's ability to source a substantial amount of PPE during an unprecedented health crisis is just one example.

"Venture capital is a powerful force for the good of society," Ashton says. "It doesn't surprise me that a venture-backed company has produced a vaccine. We are very hopeful and will continue to be a part of the solutions to the challenges that ail us." ■

Lavazza Professional supplies \$50K worth of coffee machines and beverages to all 13 UMMS hospitals

Fueling our Frontline Staff

Since the beginning of the COVID-19 pandemic, health care workers face unknown and difficult situations every day; they take an incredible risk to their own health and safety to ensure the wellbeing of others.

It is their commitment, bravery, and determination that inspired Lavazza Professional to give back and thank as many caregivers as possible.

"To see what these health care workers go through every day, we feel a special gratitude for that," explains Joe Macrone, supply director for Lavazza Professional in Westchester, Pa. "We paused for a moment and asked ourselves, what can we do to help? And we decided to do what we do best—supply those on the front lines with coffee."

Lavazza Professional partnered with several area hospitals, including the University of Maryland Medical System where they donated \$50,000 worth of coffee machines, coffee, and tea to all 13 system hospitals. Their intention behind the generous gift is to give caregivers a much needed and deserved break; an opportunity to step away and take a moment of respite for themselves.

"It's the least we can do for all of the folks who put themselves on the front lines every day," Joe says.

Philanthropy is a major part of Lavazza's culture, adds Julie Kimelman, who serves as their senior marketing associate. In addition to giving back to front line workers, the company is also supporting small businesses impacted by the pandemic.

"The philanthropy aspect and the community aspect are deeply rooted at Lavazza," she says. "We are happy to provide support in any way we can during this challenging time." ■



Love Hands-Free, Give Hands-Free

To show their gratitude, Hobo donates hundreds of quality leather handbags to UMMS caregivers on the front lines of the COVID-19 pandemic

Philanthropy is at the heart of Hobo's philosophy. The Maryland-based company puts as much care and thought into designing their leather handbags and goods as they do with supporting efforts around the community. While their products are found in several small and large businesses throughout the country, their only storefront is in downtown Annapolis.

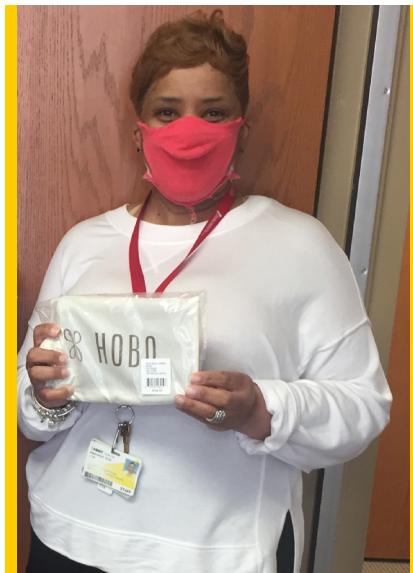
"We are very much a company with local roots," said Melissa Mayer, brand marketing manager for Hobo.

As COVID-19 shut down communities across the nation, the team at Hobo wanted to make a difference and were inspired by the steadfast commitment of health care workers.

In May, Hobo ran a two-week promotion, "Love Hands-Free, Give Hands-Free." For every hands-free bag purchased, they would donate one to a caregiver within the University of Maryland Medical

System (UMMS). They chose UMMS because of its local roots and extensive reach across the state. By the end of the promotion, 773 bags were divided among the medical system's 13 hospitals.

"We recognize the incredible sacrifice of the health care workers and want to say, 'thank you' for everything they have been doing for the past few months," Melissa said. "It is a bag they can count on and is designed to be used hands-free, so they can continue to care for others so well."



The UMMS hospitals decided independently on how to best give away the bags to their staff. Tammy Thornton, who works in Case Management and Utilization Review at UM St. Joseph Medical Center, was thrilled when she was selected to receive a Hobo cross body bag.

"The community has been so incredibly responsive to the work we are doing to combat COVID-19. Hobo recognizes that we are all in this together. Their kindness has been a perfect way to boost morale for those of us on the front line. The Hobo has changed my entire philosophy about a purse. I used to carry a giant bag that had absolutely everything I owned in it! With the Hobo bag I had to pare way down. It's perfect for three things: a cell phone, credit card and keys. I was happily surprised to know this is really all I need to carry! I'm so grateful to Hobo for this terrific gift. It is wonderful to have our business community show us how much they care." ■

“The value of an idea lies in the using of it.”

—Thomas Edison

Thinking Outside the Box

When cases of COVID-19 first showed up at UM St. Joseph Medical Center in March 2020, it was quickly apparent that the hospital would need to be more adaptive and innovative than ever. The virus spread fast and was frighteningly lethal. It would take creative thinking and thoughtful consideration to ensure the safety of patients and their caregivers.

Novel Technology Extends Life of Key Supplies

The first, most compelling need to be addressed was the lack of personal protective equipment (PPE) for staff. With a worldwide shortage of PPE, UM St. Joseph could not easily rely on fresh supplies of the critical N95 masks and other protective gear.

To combat this problem, staff at the hospital suggested a novel way to disinfect N95 masks: use ultraviolet technology so that masks could safely be re-used. In partnership with our colleagues at the University of Maryland Baltimore and the University of Maryland School of Medicine, following the UV treatment, the masks were checked under an electron microscope to ensure the UV did not damage the masks' filtration system. Test after repeated test showed that the integrity of the masks was not impacted by the special light treatment, breathing extended life into each item, allowing the masks to be re-used up to ___ times before being replaced. Each staff member had his or her own bag where they stored their PPE, and an elaborate reprocessing system was staged so that every team member, as staff left the building, dropped off their PPE to be reprocessed and then would pick up their individual bag the next day as they began their shift.

Because PPE is such a precious resource, the hospital created a designated PPE Navigation Team to round on the units that were designated for COVID-19 positive patients, making sure that staff carefully followed the correct donning and doffing protocols. This innovation safeguarded a scarce resource, but more importantly, protected staff and patients by lessening the risk of COVID spread.





The “Zen Den” is Born to Support Staff Wellbeing

Naturally, in a pandemic crisis, the first concern in a hospital is for the wellbeing of patients. But the challenge of coping with the pandemic’s very real and ongoing dangers can take a toll on health care workers, too. It is nearly impossible for caregivers to be adequately prepared for the physical and emotional toll of caring for such a high number of desperately sick—and sometimes terminal—patients on grueling 12-hour shifts. Kathryn Fritze, RN, a holistic and integrative care nurse at the Barbara L. Posner Wellness & Support Center at UM St. Joseph, and her colleagues turned their focus to the frontline workers—all of whom were working tirelessly to support the health and safety of patients, and all of whom could benefit from a dedicated healing space and supportive wellness therapy breaks.

In partnership with the hospital’s Foundation and with generous support from community members, Kathy and her colleagues built a novel “Zen Den” where staff could go to relax and decompress.

Commandeering a former classroom and with contributions from the community, the space was transformed into a spa-like environment, complete with beautiful greenery, mood lighting, music and essential

oil diffusers. Private, sterile stations were set up for guided visualizations and Healing Touch sessions, providing staff with the time and healthy space to relax, renew and give themselves a much-needed break from their very worthwhile work. Between April and July, the Zen Den supported more than 300 holistic health encounters for more than 69 departments in the hospital.

Says Kathy, “I’m grateful to the community of staff members and donors who helped make the Zen Den possible. This healing space is a tribute to all hospital team members, and exemplifies UM St. Joseph’s True North value of taking care of our colleagues.” ■





UNIVERSITY of MARYLAND
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HOME OF THE
BRAVE

We continue to celebrate the selfless men and women on the front lines of the COVID-19 crisis. Everyone plays an essential role—from our nurses and physicians to our housekeepers and cafeteria staff. Thank you for your expertise, compassion, commitment and service.

Our collective strength is what keeps us strong, courageous and the Home of the Brave. ■

IMPACT is published by the University of Maryland Medical System Foundation.

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